

Research on social relationship marketing model and user engagement based on SICAS model

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Abstract. Since 1971, The first email sent by Ray Tomlinson began, and the revolution of the communications era began. As digital marketing continues to deepen in all aspects of people's lives, social relationship marketing as an emerging digital marketing tool is playing an increasingly important role in business activities. This paper adopts the case analysis method and SICAS model for the social relationship marketing model in digital marketing and takes the digital marketing case of Lululemon brand as an example, analyzes the decisive role of SICAS model in the social relationship marketing model and explores the relationship between the social relationship marketing model and user stickiness. By combining the study of Lululemon's social relationship marketing case, the SICAS model is defined in the background of The Times, which plays an important role in enhancing user engagement and helping the sustainable operation of the company in the new digital marketing model. At the same time, the author has summarized the limitations of the article.

1 Introduction

With the rapid development of computer technology and the popularization and upgrading of intelligent communication equipment in the 21st century, digital marketing activities have gradually penetrated into all fields of people's life. In this context, the digital marketing model and management tools are being gradually optimized and upgraded, and the social relationship marketing model based on SICAS model is gradually showing its edge. SICAS model is the Internet data center DCCI in the 2011 China social marketing blue book, this is a based on the Internet user behavior data monitoring of new consumer model, on the basis of AIDMA model and AISAS model, combined with the influence of social media in the Internet age development of new consumer behavior model [1]. And social relationship marketing model is a kind of on people's daily social relationship marketing, in this mode, businesses use SICAS model as the core management tools, with social media as the main information contact, improve brand exposure to harvest consumers, through the information processing refinement and the use of the network, and customer efficient interaction, improve customer engagement to achieve the ultimate goal of promoting brand sustainable management.

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The research purpose of this paper is based on SICAS model to explore the relationship between user engagement, achieve clear SICAS model in the key role in digital marketing, and clear the concept of social relationship marketing model and specific practice, how to realize the user engagement and the importance of social relationship marketing.

Through exploration and research, it is clear to understand the uniqueness of SICAS model and the significance of social relationship marketing. Moreover, readers can understand the important role of social relationship marketing model in the current business and how to use the benign relationship between the two to deepen the understanding of digital marketing and user relationship management.

This paper expounds the macro environment of digital marketing, and then discuss the generation of social relationship marketing and SICAS model in the role of user engagement, combined with the actual case analysis to further deepen the understanding of social relationship marketing model, through discussing the existing social relationship marketing improve the results. In addition, the author will reflect on and summarize the limitations of this article at the end of the article and put forward suggestions and predictions about the research topic.

2 The development of digital marketing

2.1 Macro environment of digital marketing

According to the latest data of China Internet Network Information Center (CNNIC) released the 53rd Statistical Report on China's Internet Development in Beijing. According to the report, as of December 2023, the number of Internet users in China reached 1.092 billion, 24.8 million more than in December 2022, and the Internet penetration rate reached 77.5% [2]. The Internet has become the fourth media with great influence after newspapers, radio and television. The emergence of e-mail and search engines has led people into the communication era, and the popularization of computers and the development of computing technology are also accelerating the pace of the development of The Times. When businesses have been unable to be satisfied with the traditional marketing model, digital marketing came into being. Whether it is Business to Business (B2B) enterprise, Business to consumer (B2C) enterprise or consumer to consumer (C2C) business model, Online to Offline (O2O) business model, all adapt to the change of global business environment and constantly optimize their own operation model. Just as the digital transformation of most enterprises today, it is also one of the key reasons for promoting the development of digital marketing. In addition, the change of consumer behavior has also profoundly affected the development of digital marketing. Consumers are increasingly inclined to obtain information through the Internet to make analysis, judgment, decision making, purchase and feedback. Under the influence of these three aspects, the digital marketing model is constantly being improved to realize the core role in business through more timely, accurate and diversified digital channels.

2.2 The rise of the social relationship marketing model

Traditional e-commerce has encountered many problems in the development. In the face of increasing customer acquisition costs and operating costs, large businesses feel great pressure, while small and medium-sized businesses are even more difficult. Traditional e-commerce is like deep in the red sea, and the early traffic dividend has long since faded. In order to get traffic from the platform and increase sales, merchants have to compete for capital [3]. Social relationship marketing is the marketing based on social relationship. It is a marketing model that can realize low cost, high efficiency, face consumers and meet diversified needs. Social

relationship marketing includes two parts: online and offline marketing. This paper focuses on the important role of social relationship marketing in digital marketing. Social relationship marketing takes advantage of the strong correlation of social networks and the low cost of social e-commerce platform to realize the rapid interaction between merchants and consumers, which has become one of the important strategies in modern marketing.

2.3 SICAS model

SICAS model is a new management tool proposed based on the full digital era of 2.0 plus mobile Internet for the change of user behavior and consumption touch point. The full names of the SCIAS model are S-sense, I-interest & interactive, C-connect & communicate, A-action, and S-share. From the literal meaning to understand, SICAS model covers five links, respectively are merchants and consumers perceive mutual link, consumer interest to trigger interactive behavior, further merchants and consumer contact and communication, consumer purchase behavior link, and information sharing and feedback.

However, before the SICAS model was proposed, the AIDMA model and the AISAS model already existed. 1898 American advertisement AIDMA model, the model from A-Attention (consumer attention), I-Internet (make consumer interest), D-Desire (cultivate consumer desire), M-Memory (make consumers, form memory), A-Action (prompting consumers to buy action) five aspects explains the consumers from contact product information to the final product purchase process ". Later, Japanese flexible company to AIDMA model reconstruction, AISAS model, recognize consumers from contact to buy through five stages, namely A-Attention (make consumers attention), I-Interest (consumer interest), S-Search (search products or services), A-Action (consumer purchase action), S-Share (share the whole process experience to others). This model reflects the importance of information search and sharing in the Internet era, and fully embodies the autonomous initiative of consumers [1]. Compared with AIDMA model and AISAS model, SICAS model realizes the transformation from the linear one-way marketing information dissemination to the network information model based on the multidimensional consumer demand. SICAS model realizes multi-dimensional interaction with consumers through multi-dimensional information network and relationship network, so that enterprises can obtain the real consumer demand and purchase motivation of consumers. The SICAS model not only connects businesses and consumers, but also connects consumers and publishers. Through this kind of free and equal communication, the purchase behavior of consumers is influenced subtly.[1]

3 An example of social relationship marketing based on the SICAS model

3.1 The introduction of Lululemon

The Lululemon brand was founded in North America in 1998 and initially focused on selling women's yoga clothing. After more than 20 years of development, it has successfully emerged as a world-famous sports and leisure brand and a leading brand in the field of yoga [4]. Lululemon Turn yoga from a slimming exercise to a community activity that attracts many people. Twice weekly, open yoga classes sponsored by Lululemon are run in Bryant Park in Manhattan. Approximately 400 women attended each time, and these participants mostly wore Lululemon brand yoga clothing. However, in every community activity, there is no product sales link, only a pure sports experience and communication. Lululemon Through the in-depth interaction and communication of the community, people constantly consolidate the consumer group of the brand and expand the exposure of the brand.

Lululemon This community activity allows participants to deepen their understanding and love of the brand concept on the premise of not being marketed, which will also be a key part of the following social relationship marketing model of Lululemon.

3.2 Lululemon's main digital marketing model

Since 2016, Lululemon has taken Direct to consumer (DTC) as the main online business model, combined with the digital closed-loop model of offline sales channels. In DTC, the "end-to-end" direct selling model, Lululemon delivers products directly to consumers through its official website, social media marketing or online stores.

In recent years, Lululemon's DTC business has continued to grow upward, with its net revenue jumping from \$400 million in 2015 to about \$2.2 billion in fiscal 2020, accounting for 51.9% of total revenue. This increase is due to an increase in e-commerce platform traffic, higher conversion rates, and an increase in product unit prices. Lululemon's DTC business revenue is expected to continue to rise as the digitalization process continues and the continued impact of the pandemic continues [4].

3.3 Lululemon Social relationship marketing focused on customer experience

Mark Granovetter first proposed the theory of strong ties and weak ties, and as the most renowned sociologist since the 1970s, he believes that strong and weak relations are the most representative social relations in social network theory. The theory includes four dimensions: interaction frequency, emotional intensity, intimacy and reciprocal service [5]. On the basis of this theory, with the increasing popularity of social networks, the importance of "fans" has become increasingly apparent, which has attracted the attention of many brand owners and operators, and the "fan economy" has been born. Among the many elements of "fan economy", relationship marketing is particularly key. By building a stable and sustainable ecosystem with fans, the brand can maximize value [6]. Based on the above Lululemon digital marketing strategy, social relationship marketing is an indispensable part of the digital marketing strategy of Lululemon brand. The brand using DTC model takes consumers as the core and is committed to creating an unparalleled purchase experience for customers. Lululemon Through the segmentation of the consumer market, through the collection of multiple data on the consumer groups to generate the portrait of brand consumers. Lululemon Based on this, the "brand Ambassador" marketing strategy was developed. Lululemon's brand ambassadors include yoga ambassador, running ambassador and elite ambassador. The significance of this initiative is that Lululemon uses its fans as "brand ambassadors". Low cost and loyalty to the brand drive fans to help the brand promote and promote, which not only improves the stickiness between users and the brand, but also deepens the perception of the brand. Lululemon With social relationship marketing, it has achieved a win-win situation of "reducing cost reduction and improving efficiency", winning high conversion rate and improving user engagement and loyalty.

In addition, Lululemon aims to build an all-channel DTC model that integrates online and offline, strengthen the self-run e-commerce platform, and focus on the full coverage of information touch points. In brick-and-mortar stores, for example, Lululemon is committed to making them a gathering place for sports enthusiasts, offering free experience lessons such as yoga, running and boxing. This is beneficial to identify potential consumers and enhance the stickiness between existing users and brands.

3.4 Connection of SICAS model and Lululemon social relationship marketing cases

In this part, the author will analyze the analysis from five dimensions of the SICAS model. In conclusion, the flow chart of Lululemon social relationship marketing based on SICAS model is as follows (Fig 1).

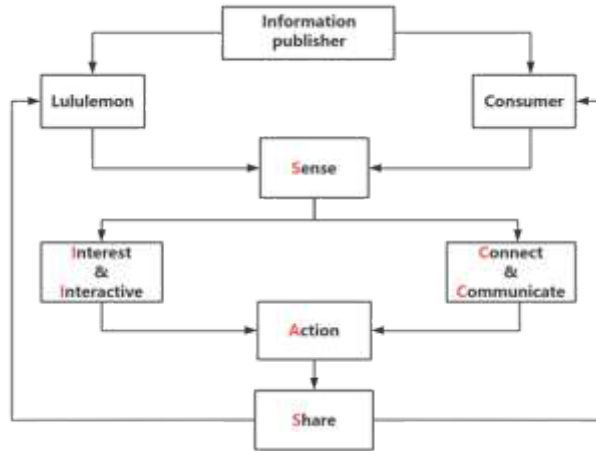


Fig. 1. Flowchart of the application of the SICAS model in the Lululemon case.

First of all, the intensity of social relationship plays a moderating role between the marketing information released by users through enterprises and the credibility and community awareness of users to enterprises.[7]Both the brand side and consumers can be regarded as information publishers publishing information on the platform. Information contact point as a contact point between people and information plays a decisive role for both parties in the perception link. For Lululemon, it is particularly important for the design and optimization of information contacts in order to better enter the next step, which is, to understand and attract the target audience. Lululemon The customer as the core of social relationship marketing strategy also adopted the Key Opinion Leader (KOL) strategy, through the social media, blog, video platform will fan base set up for brand key opinion leader, share about sports professional knowledge, experience and even product evaluation to attract the attention of the fans, into potential consumers of Lululemon. Through the cooperation with key opinion leader, the brand exposure and influence have been significantly improved, which will also help Lululemon to establish an authoritative image in the sportswear field. The other is KOC, the key opinion consumer, whose main characteristics are authenticity and trust. They may be hidden in the middle of the consumer, a product or a service to make their own judgment and evaluation, resonance and recognition, the information about the product and the use of experience truly passed to more consumers, so as to achieve the purpose of bringing goods [8].

Second, Lululemon uses its KOL and KOC strategy and its "brand ambassador" strategy to identify potential consumers and also attract existing consumers. At this time, the focus shifts to establishing contact with consumers and collecting and processing effective information so as to draw portraits of consumer groups for brands to provide products and services to meet the diversified needs of consumers, so as to better induce the generation of consumers' purchasing behavior. Lululemon Cooperate with AgilOne (customer data platform) to create a CRM (Customer Relationship Management) system to realize online and offline data interconnection. By integrating data from different channels, companies can quickly identify key business metrics, such as Lifetime Value (LTV) and user engagement.

At the same time, based on multi-dimensional data, Lululemon built a 360-degree fine user portrait of more than 500 dimensions [4].

When consumers' purchasing behavior occurs, improving user engagement, namely, how to get consumers to repurchase and how to cultivate customers' brand loyalty, will become the primary goal of Lululemon social relationship marketing. The "brand ambassador" strategy in the case is undoubtedly a good move to reduce the cost and increase the profitability, while also further exposing the brand on the basis of consolidating the existing customer base.

In fact, after the "S-share" link, whether the information shared with customers or the information they feedback to the brand side is beneficial to a new round of perception. Therefore, it can be considered that, to some extent, the SICAS model forms a virtuous circle in the process of social relationship marketing.

4 The era significance and development suggestions of social relationship marketing based on SICAS model

4.1 The Significance of The Times

In terms of the shallow level, thanks to the advantage of the multidimensional information network of the SICAS model, the merchants have narrowed the distance with the consumers. Using social relationship marketing model of businesses must marketing social relations as the core, and SICAS model to deepen the interaction between the buyer and the seller, this is because in the SICAS model released information, because the information of the model, makes the perception stage brand can better spiritual resonance with customers, lay the foundation for late improve user viscosity. The social relationship marketing model based on SICAS model will be more and more perfect. While pushing accurate content and strengthening emotional links, the platform can also enhance consumers' pleasure and happiness of buying, increase consumers' emotional dependence on the platform, and build brand barriers [1].

On a deep level, with the development of the information age, the relationship between people in real life is increasingly estranged. The emergence of social relationship marketing alleviates the interpersonal relationship problems brought about by digitization. The development of social relations also promotes social change and public participation. With the continuous development of social relationship marketing mode in business, it can be imagined that there will be more business types to choose this model in the future. For example, public welfare business activities provide new opportunities and possibilities for the development and progress of humanity and society.

4.2 Development recommendations

The author will make some development suggestions based on the disadvantages of some social relationship marketing:

1) privacy problem: The marketing model of social relationship is based on the social relationship between people. Under the background of the highly information era, the security and privacy of people's information emerge in an endless stream. For merchants, while collecting and processing user information, they should not over-tracking users' information, which will lead to user aversion and resistance, and the goal of merchants to improve user stickiness will become difficult to achieve.

2) The fatigue of social relationship marketing: There are boundaries between everything, and as far as social relationship marketing is concerned, either over-marketing or the lack of

interaction will have negative effects. On the one hand, if companies oversell their products and services by frequently publishing advertising and promotional messages on social media, the hype can backfire. On the other hand, if the enterprise only publishes advertising information in one way without perceiving and collecting users' information, then the merchants cannot establish contact with consumers in the SICAS model.

3) Information overload: Swedish cognitive neuroscientists: kingberry in the book overload brain information overload metaphor to "stone age brain suffered information flood", in the age of information explosion, huge amounts of information like a snowball rapid spread and reproduction, this has brought many challenges to society and individuals. The overload of information makes it difficult to screen out truly valuable content, and the quality of information is therefore reduced [9]. This phenomenon also leads to consumers' inability to effectively process, absorb and use such information when facing a large amount of information, resulting in limited cognitive ability and reduced decision-making efficiency. When a large variety of information cannot be effectively processed and absorbed, the effect of marketing will decline.

4) The boundary problem of social relationship marketing: There are many visible or invisible boundaries between everything, so in the process of social relationship marketing, businesses need to pay attention to the sense of boundary between customers and social relationship marketing. At present, many businesses in the marketing process, in order to expose their products and often choose to use gimmicks to create heat. Lululemon Once named their product "save marriage bra", it is understood that lululemon this underwear for the front opening design, the chest upper area hollow design to enhance the visual impact. According to the poster on Lululemon's website, the model is especially sexy in the underwear. This move undoubtedly expresses the discrimination and prejudice against women in the relationship with them, especially in the marriage relationship, which has caused the dissatisfaction of many female consumers [10].

5 Conclusion

With the progress of information technology, social e-commerce is also in a period of rapid development. Traditional e-commerce has encountered many problems in the development. In the face of increasing customer acquisition costs and operating costs, large businesses feel great pressure, while small and medium-sized businesses are even more difficult. In order to clarify the commercial value of social relationship marketing and optimize and innovate the marketing model, this paper explores the relationship between the social relationship marketing model of SICAS model and user engagement in actual cases. As a new management tool, SICAS model takes social media as the main information touch point to improve the exposure of the brand to gain consumers. By refining information processing and making the use of relationships, efficient interaction with customers can improve user engagement to achieve the ultimate goal of promoting the sustainable operation of the brand. This model influences the purchasing behavior of consumers through this free and equal communication, and the social nature of social relationship marketing enables companies to better understand their customers' needs and preferences. By participating in relevant communities on social media or creating brand communities, businesses can engage and interact more deeply with customers to understand their needs, feedback and opinions. Case analysis and summary: Lululemon On the one hand, DTC is taken as the main online business model, combined with the digital closed-loop mode of offline sales channels. On the other hand, through the KOL strategy and the "brand ambassador" strategy, it explores potential consumers and also attracts existing consumers. Establish contact with consumers and collect and process effective information to draw portraits of consumer groups for brands to provide products and services to meet the diversified needs of consumers, so as to better induce the

generation of consumer buying behavior. Finally, with the social relationship marketing strategy, it achieved a win-win situation of "reducing cost and improving efficiency" and won the high conversion rate and improved user engagement and loyalty.

This paper only studies user engagement, without making it clear whether social relationship marketing is also important in other aspects of business activities. Therefore, there may be a narrow view on the significance of the SICAS model in the current society. In addition, the brand selected by the actual case analysis in this paper is Lululemon. In terms of research methods, the author did not use the comparative analysis method, nor did he select cases from multiple industries for analysis. Therefore, the scope of application of the social relationship marketing model cannot be concluded from this paper.

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